

# PRAETORIAN CONTEST ==GETTING LIVELY==

In the last round of the Praetorian contest the Lubbock Band was in the lead. This of course did not set well with the Plainview people. So a meeting was held at the B & K yesterday eve to see if some of the contestants would withdraw and not have so many candidates at Plainview, but no satisfactory arrangements were made; so Plainview still has her many candidates against one at Lubbock. Unless some extra work is done at Plainview, Lubbock will win the \$200.00. This carries with it the District Meeting which means much to the town that gets it. Just half of 100 members have been procured and the next half will surely be lively. Mrs. B. D. Crow is the first, Plainview Band second, in Plainview; others as heretofore reported.

**B. W. McGLASSON,**  
DISTRICT MANAGER.

## WE CAN FIT

Your windows with glass from our stock. Give us your orders. And, in the meantime, it is well enough to remember about our painting and paper hanging.

## WE HAVE THE PAINT

With which to do the work and it is the kind that stays put.

**NELSON & HUFSTEDLER.**

PHONE 66

LUBBOCK,

TEXAS

## Community Co-Operation

Copyrighted, Farm and Ranch-Hollands Magazine.

By R. K. Phillips.

A simple name, "sterling" on any of silverware carries a most effective message to the ultimate user, for the simple reason that the word "sterling" is a guarantee of quality—of "sterling" quality.

It doesn't matter whether sterling articles are bought in the finest stores in the land or in the best of small town shops. The "sterling" pledges the same good quality everywhere.

In fact, modern merchandising has made it possible for merchants with the positive note that they are buying to an advantage in every way as they in the stores of this country's cities.

You will read from time to time advertisements of your merchants in our local papers you will find

that practically every one of these merchants carries one or more well known, standard brands of merchandise in his particular line. By "standard brands," I mean brands which have been standardized and kept standard by their makers, whose names and trade-marks on their products are pledges of their unvarying quality and worth.

You can buy this class of goods locally as well as elsewhere and you owe your local merchant your patronage where they offer you the quality, prices and service to be found elsewhere.

Every time a London suffragette is hauled into court she starts an uproar, and roars until she is released. The suffs. have J. B. pushing the breeze.

## AWAY WITH CONSTIPATION

Seven of America's Best Doctors Endorse Dodson's Liver Tonic to Take Place of Calomel

Dangerous calomel's place is now taken by Dodson's Liver Tonic safely and reliably, according to seven of the most noted and highest priced physicians in the United States, after careful analysis. These physicians always command huge fees and in this consultation were paid for their best skill.

Dodson's Liver Tonic is a palatable vegetable liquid, with easy and natural action, and is sold and guaranteed by the Red Cross Pharmacy, in Lubbock, who will refund purchase price (five) instantly without question, if it does not prove satisfactory in every way.

There is not only no danger in taking this reliable remedy, but it causes no grip, no pain, and the after-effects are pleasant instead of disagreeable, as with calomel. Dodson's Liver Tonic interferes in no way with your regular duties, habits or diet. Instead, it actually builds up and strengthens you, so that you feel happier, brighter, better and healthier.

## YOU CAN BUY A FARM

\$250 down; \$250 a year, at 4 per cent, for 160 acres first-class land, ready for the plow, with buildings, windmill, fence and silo. Small cash payments, low interest, leaving you money to operate your farm and feed stock.

This was Mr. C. W. Post's idea of settling his land in Garza county, which is being carried out by his widow and associates.

Partners there are making money. A fine general farming and stock raising country, noted for its health. Water pure and plentiful—C. W. Post Home Farms, Post, Texas.

Call on Duncan-Green Land Co. over Citizens National Bank for further particulars. (50-47)

## BILE IS NATURE'S Disinfectant.

Relieve that damned-up bile and most of your ills are relieved. Bilecoddle Laxative do not touch the LIVER. Podolax (Rat Apple Root) does. Podolax is Podocarpin with the grip taken out. Then Try

**PODOLAX**

FOR SALE BY

LUBBOCK DRUG COMPANY.

Miss Bess Norton left on the south-bound Friday for Seymour, where she will visit at the home of Mrs. Morris Randall for the next few weeks. Miss Bess was accompanied on the trip by Mrs. Randall, who has been visiting at the home of W. S. Norton and wife.

## LITTLE EDITORIALS ON BUSINESS

### Are City Dealers Tricky?

Did you ever go into a store and ask for a well-known make of clothing or hardware and have the dealer say, "I don't carry that line, because I have something better?"

The dealer offers you a brand that you have never heard of before. Perhaps he will tell you that it is his own brand—that he has made it up especially for his trade. You don't know a thing about it, and you must accept his word for it.

The larger the city and the greater the store, the more you will find private branded merchandise in evidence. The only reason for the dealer's private brand is that the big department store is operating under an enormous expense, and it must have a larger profit than the country store.

Therefore, the big retailer prefers to sell goods under his own brand rather than the advertised, trade-marked lines whose quality and prices have become standardized.

I have sold both the advertised line and the private branded lines to the retail merchants. I have seen an advertised article sell for \$1.00 at a net profit of 10 per cent to the small dealer, while the big city dealer sells the same article with his own brand on it at \$1.25 or more.

The city dealer is not tricky, he is simply doing business on a business plan of all big dealers. He has not yet accepted the new conditions of merchandising and the power of advertising to reduce the cost of living.

By selling the advertised article and making the small profit many times, the city merchant is as well off at the end of the year as he is now by selling only a few of the private branded articles with a large profit on each sale.

It will pay you to trade with the country dealer nearest you. If he has not changed his methods to conform to the new conditions, it will pay you to go to another dealer who can supply you with the well known and advertised merchandise of standard quality and price. Then you'll be sure to get full value for your money.

Don't fail to read the next Little Editorial, entitled "Stick to Your Home Merchant."

(To be continued.)

## ABOUT COL. THOS. H. BALL.

Houston, Tex., June 5, 1914.

Mr. C. P. Guesse, Temple, Texas.

My Dear Sir: Replying to your favor of June 1st, with reference to Hon. Thos. H. Ball, I wish to say that Col. Ball is a member of St.

Man's Drink—  
Woman's Drink—  
Everybody's Drink

**Coca-Cola**

Vigorously good -- and keenly delicious. Thirst-quenching and refreshing.

The national beverage -- and yours.

Demand the genuine by full name—  
Nicknames encourage substitution.

THE COCA-COLA COMPANY

Atlanta, Ga.

Whenever you see an Arrow think of Coca-Cola.



Paul's Methodist church, and also a member of my official board and has been during my entire pastorate here or four years. Col. Ball is a Christian gentleman and a loyal official of his church. He is a very liberal man and always responds to every good cause, both in the church and out of it. As a citizen he is broad-minded, progressive, and stands for everything that is good in the City of Houston. He has a delightful home, and his home life is all that could be expected of a high-minded, honorable Christian gentleman. He has two daughters and a son. His wife is an excellent Christian lady, and is known in Houston for her works of charity. There is nothing that I could say that I would consider ex-

travagant as to Mr. Ball's worth and character. The reports throughout the state attempting to reflect upon his moral and Christian character are base slanders. As the pastor of Col. Ball, I take great pleasure in making these statements, and you are at liberty to use them in any way that you choose.

Yours sincerely,  
(Signed) SAM M. HAY,  
Pastor St. Paul's M. E. Church, South.

Jas. L. Dow and family left Friday for Colorado, Texas, to visit relatives and friends. Mrs. Dow and children will like to be away some time, while Jas. L. will be back at his desk at the Avlanche before this article gets into print.

# Small Profits--- Quick Returns

That is my motto and that is the reason that I can count so many of the best people in this section my customers. They know when they buy from me that they get value received for every dollar spent.

Let me prove it to YOU. Fall time to Farmers.

PHONES: 39-40.

**J. H. MOORE,**

"The Close Price Store."

## My! Ain't It Hot?

If you REALLY want to keep cool, our fountain, with its refreshing drinks, is at your service. Have you sampled our delicious ice cream? None better anywhere. Full line Drugs and Drug Sundries always in stock. Prescriptions carefully compounded—just as the doctor writes them. Ask about our lovely line of stationery, perfumes, face creams, etc. Phone 152.

**Lubbock Drug Company.**